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TomTom Traffic Centre opens for Smarter City demonstration

Amsterdam, 13 September 2016 – TomTom ([TOM2](#)) today announced the opening of the TomTom Traffic Centre – a facility to showcase the full portfolio of TomTom assets and capabilities in traffic and travel management. The centre was formally opened by Melanie Schultz van Haegen, Minister of Infrastructure and the Environment at a ceremony highlighting the capabilities of the new centre.

The goal of the TomTom Traffic Centre is to demonstrate how TomTom's technology can help pave the way to smarter cities and smarter mobility. It will showcase traffic management expertise to governments, B2B and automotive licensing partners and other stakeholders interested in how they can start planning for a smarter future. The Centre will show how TomTom turns data into actionable insights that can help traffic managers as well as drivers make smarter decisions to reduce congestion for all road users and enhance mobility in cities.

Occupying a dedicated room in the TomTom Head Office in Amsterdam, The Netherlands, the Traffic Centre supports [TomTom City](#), an initiative that offers access to up-to-date traffic information for cities, citizens and professionals in over 100 cities worldwide.

The TomTom Traffic Centre features multiple high-resolution screens that show how GPS data is fused to create the latest traffic information, and visualise congested hotspots. The Centre will demonstrate TomTom's expertise and how road authorities can immediately share traffic and road information with drivers via the TomTom communications platform.

Commenting on the opening of the centre, Melanie Schultz van Haegen, Minister of Infrastructure and the Environment, said: "This TomTom traffic centre is aiming to innovate for services in the field of transport and traffic management. This can contribute to a better distribution of traffic, which benefits governments, businesses and travelers alike, both nationally and internationally. Moreover, TomTom is also mapping the Netherlands with high quality HD maps, which supports the arrival of self-driving cars."

Ralf-Peter Schäfer, Head of Traffic at TomTom, said: "The TomTom Traffic Centre gives us the perfect setting to showcase our full suite of products that can be used as modules for licensing customers or as a full suite to help traffic professionals in cities manage their road network. We can demonstrate how easily TomTom can reach drivers in their cars within minutes of information being shared by road authorities. This is a significant step to help close the gap between drivers, their connected cars and cities – making a contribution to smarter transportation in any smart city development."

TomTom are dedicated to easing congestion for all drivers using the information from over 450 million GPS devices* globally with their live services.

You can find out more about TomTom Traffic [here](#).

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